

ORDER



Orders
Order / Rev: 170135
Alt Order #:
Product Desc: 504-MN
Estimate: 3559-TV Nov 2 - 6
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/04/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Anjie Brady
Sales Office: P-PHL
Sales Region: National

Agency Name: National Media Research Planning & F
Buying Contact:
Billing Contact:
 815 Slaters Ln
 Alexandria, VA 22314-1219

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: RNC
Demographic: A25-54
Product Codes: PL2
Priority: 1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	52	\$66,100.00	\$56,185.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	52	\$66,100.00	\$56,185.00	0.00
Totals	52	\$66,100.00	\$56,185.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$66,100.00
Market	100%	\$264,400.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$66,100.00
KMSP	25%	\$66,100.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$66,100.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	22-----	:30	4	\$600.00	1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----			0		\$600.00		0.00				
		Week: 11/05/12	11/11/12	22-----			4		\$600.00		0.00				
E 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$600.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$1,000.00		0.00			
E 3	M	11/02/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	34-----	:30	7	\$1,000.00	1	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$600.00		0.00			
		Week: 11/05/12	11/11/12	34-----					7	\$1,000.00		0.00			
E 4	M	11/02/12	11/06/12	Sa 6-7a Sat 6a News	CM	6-7a	-----2-	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2-					2	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$500.00		0.00			
E 5	M	11/02/12	11/06/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----2	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2					2	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$500.00		0.00			
E 6	M	11/02/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----2	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2					2	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$500.00		0.00			
E 7	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	11-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11-----					0	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$350.00		0.00			
E 8	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	11-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11-----					0	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$350.00		0.00			
E 9	M	11/02/12	11/06/12	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----1	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$600.00		0.00			
10	M	11/02/12	11/06/12	M-F 3-4p Twin Cities Live	CM	3-4p	2---2--	:30	4	\$225.00	2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----2--					2	\$225.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$225.00		0.00			
E 11	M	11/02/12	11/06/12	M-F 4-430p Millionaire	CM	4-430p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
E 12	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
E 13	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1---1--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	M	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1---1--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,000.00		0.00			
E 15	M	11/02/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1---1--	:30	2	\$1,500.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	M-F 630-7p		630-7p	-----F----	:30		(\$1,500.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	M	11/05/12-11/11/12	M-F 630-7p		630-7p	M-----	:30		(\$1,500.00)		0.00	NM		
		Credited													
E 16	M	11/02/12	11/06/12	7-1030p College FB ABC College Football	SPRT	7-1030p	-----1-	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$3,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$3,500.00		0.00			
E 17	M	11/02/12	11/06/12	Sunday Prime A America's Funniest Home Videos	CM	6-7p	-----1	:30	1	\$5,000.00	3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$3,500.00		0.00			
E 18	M	11/02/12	11/06/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	1---1--	:30	2	\$2,100.00	1	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$2,100.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,100.00		0.00			
E 19	M	11/02/12	11/06/12	Lt News Delay ABC Sports Late News Delayed	CM	1030-1105p	-----1-	:30	1	\$900.00	2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$900.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$2,100.00		0.00			
E 20	M	11/02/12	11/06/12	Su Late News Su 10-1035p	CM	10-1035p	-----1	:30	1	\$2,500.00	2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$2,100.00		0.00			
E 21	M	11/02/12	11/06/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----1	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$1,700.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$2,100.00		0.00			
E 22	M	11/02/12	11/06/12	M-F 1035-1102p thru 1/7C Nightline	CM	1035-1102p	1---1--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,800.00		0.00			
E 23	M	11/02/12	11/06/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----1	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$600.00		0.00			
E 24	M	11/05/12	11/05/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	M-----	:30	1	\$12,000.00	1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$12,000.00		0.00			

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N25	M	11/03/12	11/03/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$1,000.00		0.00						
N26	M	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,000.00		0.00						
Totals													52	\$66,100.00	